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February 11, 2011

The Honorable Jocelyn Boyd
Chief Clerk of the Commission
Public Service Commission of South Carolina
Post Office Drawer 11649
Columbia, South Carolina 29211

Re: Change in Directory Print Size
Non-Docketed Item

Dear Ms. Boyd:

BellSouth Telecommunications, Inc. d/b/a AT&T South Carolina ("AT&T") respectfully submits this Notice to inform the Public Service Commission of South Carolina ("the Commission") of a change to the print size in the white pages section of directories that are published and distributed on its behalf.¹

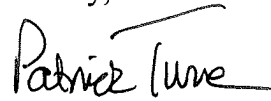
The vertical height of the print will remain unchanged – the only change will be to slightly compress the horizontal spacing of the print. This will allow AT&T's publishing affiliate to purchase slightly more narrow rolls of paper that will reduce the page width from the current 8.375 inches to 8 inches, while maintaining legibility of the directories. In addition to

¹ Prior to its election pursuant to Section 58-9-576(C), AT&T South Carolina would have sought Commission approval for this change. See Commission Rule 103-631.J. Effective October 1, 2009, however, AT&T South Carolina began operating pursuant to Section 58-9-576(C). See Notice, *In Re: AT&T South Carolina's Notice of Election to Operate Pursuant to S.C. Code Ann. §58-9-576(C)*, ND-2009-8-C (September 23, 2009). This subsection charges the Commission with ensuring an electing LEC's compliance with specified pricing requirements that apply to grandfathered stand-alone basic residential lines. *Id.*, §58-9-576(C)(2). Otherwise, it provides that the Commission must not "impose any requirements related to the terms, conditions, rates, or availability" of service "or otherwise regulate" the retail services of the electing LEC or the retail interexchange services of the electing LEC or its affiliated entities. *Id.*, §§58-9-576(C)(2),(3), and (4). Accordingly, no Commission approval of this change is required, and AT&T South Carolina respectfully submits this letter as a non-docketed item to inform the Commission of this change.

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reducing the expense associated with purchasing paper, this will also reduce waste from the current production process, result in a smaller directory that is lighter and easier to handle, and reduce the amount of paper waste generated when directory reaches the end of its life cycle. As a result, AT&T estimates that this change will reduce directory-related expenses by more than \$2 million annually.

Sincerely,

A handwritten signature in black ink that reads "Patrick W. Turner". The signature is written in a cursive style with a long horizontal line extending from the end of the name.

Patrick W. Turner

PWT/nml
cc: Nanette Edwards (via email)
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